

EXHIBIT 10

Document title: Investing In Sneakers Can Be A Better Investment Than Gold. Here's How. | HuffPost Life

Capture URL: https://www.huffpost.com/entry/sneakers-good-investment_n_5bd1f5ebe4b0d38b588143ee

Page loaded at (UTC): Fri, 02 Aug 2024 19:25:29 GMT

Capture timestamp (UTC): Fri, 02 Aug 2024 19:25:33 GMT

Capture tool: 2.61.7

Collection server IP: 54.174.78.137

Browser engine: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/127.0.0.0 Safari/537.36

Operating system: linux x64 (Node v20.5.1)

PDF length: 14

Capture ID: thLyRBQJM5Gqhgc9LJBKdo

User: automation@page-vaul



Harris Campaign Touts Massive \$310 Million July Fundraising Haul



Simone Biles Turns 1 Of Donald Trump's Controversial Terms Into A Winning Tweet



Biden's Latest Ding Of Trump Was 'Mic-Drop Moment,' Says CNN's Dana Bash



Kamala Harris Is Making A Play For Georgia, But Can She Pull It Off?



Ex-Aide Highlights 'Uncle' Moment Th

**HUFFPOST**

Log In

SUPPORT US

NEWS

POLITICS

ENTERTAINMENT

LIFE

PERSONAL

VOICES

SHOPPING

PLAY PYRAMID SCHEME

U.S. Edition

[STYLE & BEAUTY](#) [SNEAKERS](#) [INVESTMENT](#) [SNEAKER CULTURE](#)

Investing In Sneakers Can Be A Better Investment Than Gold. Here's How.

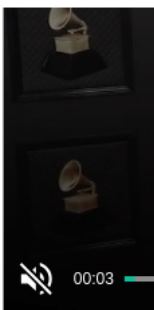
Nike SB Dunk Low Reese Forbes Denims originally sold for \$65 and are now reportedly worth over \$4,000.

By Julia BrucculieriOct 26, 2018, 05:45 AM EDT | **Updated** Oct 29, 2018

LEAVE A COMMENT

When you think of investing your money, sneakers probably aren't the first thing that come to mind. But according to [newly released research](#), some sneakers could be a better investment than gold.

The research, conducted by [MyVoucherCodes](#) — a voucher, coupon and discount deals



better investment than gold.

The research, conducted by [MyVoucherCodes](#) — a voucher, coupon and discount deals website based in the U.K. — analyzed 50 pairs of sneakers that have been released over the years. According to the findings, some of the shoes have a resale value more than 60 times their original price.

FROM OUR PARTNER

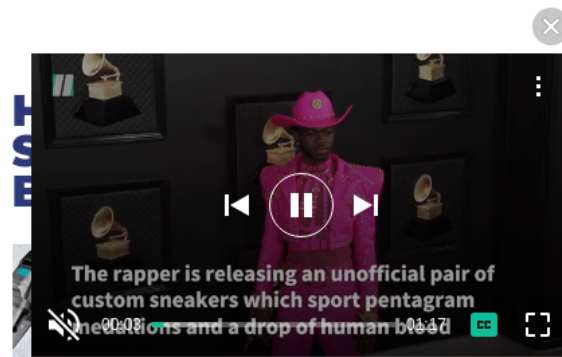


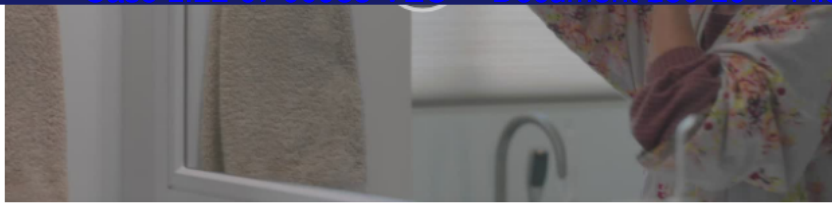
Recommended by [Outbrain](#)

For example, there are the Nike SB Dunk Low Reese Forbes Denims, which originally sold for \$65 in 2002 and are now reportedly worth over \$4,000. There are also the Yeezy 2 Red Octobers, which retailed for \$250 in 2014 and are now worth \$5,655. Financially speaking, that's a great return on investment. (The ROI is the gain from investment minus the cost of investment, divided by the cost of investment, [according to Investopedia](#).)

The study found that all the sneakers listed increased in value more than gold did since they were released. (But note that some analysts have deemed gold a [risky](#) or [bad investment](#), and in the past five years [its value has fluctuated quite a lot](#).) MyVoucherCodes calculated the number in its report using [StockX](#), which calls itself the online “stock market for things” and gives an average price for sneakers based on sales for the past year. To find the ROI, MyVoucherCodes used the original sale price and the average current sale price.

ADVERTISEMENT





“When we think of individuals building up a portfolio of investments, we usually associate it with property or stocks and shares,” Anders Nilsson, spokesperson for MyVoucherCodes, said in an emailed statement. “While these may still prove a popular choice for many, it’s interesting to see just how lucrative the footwear resale market has become, with some sneakers raking in a potential profit of thousands of dollars in a short space of time.”

But before you go and blow your entire paycheck on a pair of sneakers, there are a few things to consider

For one thing, not every pair of sneakers is going to give you a stellar return on investment. And a sneaker’s potential resale value can’t always be accurately predicted.

According to sneaker lover and popular YouTube personality [Mr. Foamer Simpson](#), sneakers *can* be a good investment, but it’s not as simple as buying just any old pair of shoes.

“It’s tricky,” he said. “There’s a guessing game or element of unpredictability that makes it exciting for some collectors. With sneakers, you kind of never know. Sure, you know what sneakers are more limited or which ones were harder to get, but even with that, it fluctuates a lot. A sneaker that was very valuable two years ago might all of a sudden crash and no longer be valuable.”

DJ Delz, the creator of [The Sneaker Addict](#), agreed, telling HuffPost, “[Sneakers] are a good investment, but you have to know what you’re doing, because some sneakers will skyrocket in value, but then they’ll just drop. As fast as they go up, they will go down.”

Even if you have a pair of valuable shoes in your collection, you need to find someone who’s willing and able to spend top dollar if you want to cash in. Simpson acknowledged that could be a challenge because there’s “a very, very, very small target market” of people who spend a ton of money on sneakers.

ADVERTISEMENT

BEST FINDS



This ‘Powerhouse’ Stain Eraser Is Almost 50% Off Right Now



28 Pieces Of Clothing For People Who Love Summer But Hate Heat



Cat Trees Are Actually Really Important For Cats' Well-Being, According To A Behaviorist



People In Dry Desert Climates Say These Are Their Favorite Skin Care Potions



Reviewers Took These Sandals On Vacation And Walked Comfortably For Hours

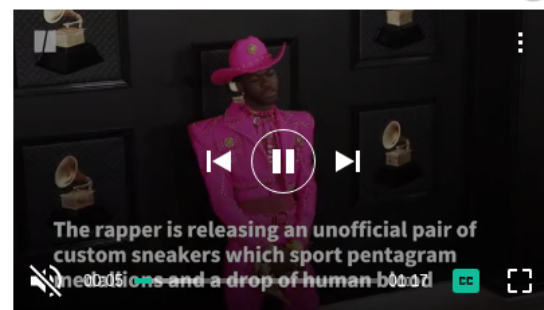
THE GOOD LIFE

A completely essential daily guide to achieving the good life.

address@email.com

SIGN UP

By entering your email and clicking Sign Up, you're agreeing to let us send you customized marketing messages about us and our advertising partners. You are also agreeing to our [Terms of Service](#) and [Privacy Policy](#).





MIKE LAWRIE VIA GETTY IMAGES

Nike Air Yeezy 2 Red October sneakers. They retailed for \$250 in 2014 and are now worth \$5,655.

There are some things that make a shoe more valuable

The supply and demand model is definitely important when it comes to determining a shoe's value. The lower the supply (or the rarer the shoe) and the higher the demand, the more valuable a pair of sneakers will likely be.

Delz, who said he owns about 500 pairs of shoes, said, "The whole situation with sneakers is that when they're limited, everyone wants them, [and] they can't get them. You always hear that saying 'You want what you can't have.'"

People really have to *want* the shoes to make the demand go up, Simpson said.

"It could be a one of one sneaker from some brand no one heard of that nobody wants, and, yeah, it's limited, but there's no demand there," he said. "It's how limited they are in relation to how many people want them, basically."

As Delz explained it, "If they made a hundred million pairs of the hypest shoe out there, people wouldn't be hype-beasting off of them."

ADVERTISEMENT

The rapper is releasing an unofficial pair of custom sneakers which sport pentagram medallions and a drop of human blood



As Delz explained it, “If they made a hundred million pairs of the hypest shoe out there, people wouldn’t be hype-beasting off of them.”

You can look at Yeezy sneakers as an example. Simpson said that when Kanye West started collaborating with Adidas, resale prices were through the roof. Now they’ve gone down. The September 2018 Yeezy Boost 350s were released in “[mass quantities](#), giving an unprecedented number of fans worldwide direct access to [them] at retail price,” according to a press release. West has said that [he wants everyone to wear his shoes](#). (A spokesperson for MyVoucherCodes said that that Yeezy release prompted the study.) In other words, the supply has increased. As an apparent result, the demand for his shoes appears to be declining, [according to Sole Collector](#).

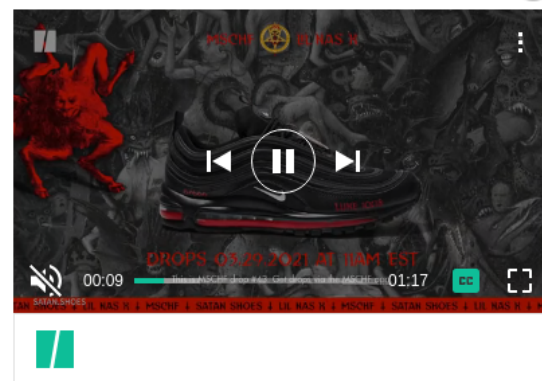
“Value-wise, [Yeezy Boosts] are nowhere near where they were a couple years ago, and a big part of that is the supply and demand thing,” Simpson explained. “They’re making more pairs. Maybe not as many people want them — whatever the case is. ‘How many people want them, and how many are we going to release?’ That’s kind of what sets the market.”

The physical condition of the shoes is also important. In order for sneakers to remain at their peak value, they should almost always be unworn. You still might sell valuable shoes “for a pretty penny” even if they have been worn, he said, but they probably won’t be worth as much as unworn shoes. He noted that the one case in which sneakers might increase in value after being worn is if they were worn during a major game by a famous athlete, like LeBron James or Michael Jordan.

A shoe that’s designed in collaboration with a high-profile figure — Delz pointed to one of his pairs, Jordan 2 Retro Eminem (The Way I Am) sneakers — will also likely be worth more.

“If it has some kind of connection to a superstar or legend out there,” Delz said, that could help increase the value.

ADVERTISEMENT



But a lot of it comes down to hype

“Hype is everything. It’s absolutely everything to how a sneaker goes up in value,” Delz said. “Everything I told you ... from the limited amounts, wanting what you can’t have and then having artists attached to it — that all has to do with hype. That’s what it’s all about.”

Hype, Simpson said, is a funny thing because it, like a shoe’s value, can be unpredictable. For that reason, shoes aren’t necessarily a sound financial investment.

“It can get a little tricky because you don’t always know,” Simpson said.

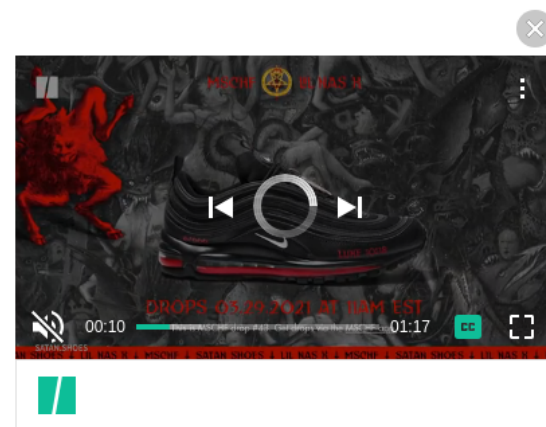
That said, Simpson and Delz agreed you can make a living buying and reselling sneakers. But you have to be smart about it.

“There’s always something you can resell. There’s a market for a lot of stuff, and with sneakers, people make a killing off it,” Delz said, although he cautioned that it might not prove to be a fruitful long-term gig.

“It’s like any business. You’ve got to apply business principles to it,” Simpson said. “There are people who definitely make great livings doing that, but it has to be organized and well thought out, and you have to be well practiced in the area. It’s a business, so if you apply good business sense and savvy, then like in any realm, you’ll be successful.”

ADVERTISEMENT

RELATED

[SNEAKERS](#)
[INVESTMENT](#)
[SNEAKER CULTURE](#)
[MYVOUCHERCODES](#)


RELATED

[SNEAKERS](#)[INVESTMENT](#)[SNEAKER CULTURE](#)[MYVOUCHERCODES](#)

Kate Wears The Same Classic Sneakers As Princess Diana



7 Ways To Keep Your White Sneakers Looking Fresh This Summer



The Ugly Sneakers Everyone Is Wearing This Summer

[GO TO HOMEPAGE](#)[LEAVE A COMMENT](#)[Suggest a correction](#)[Submit a tip](#)

ADVERTISEMENT

AdChoices

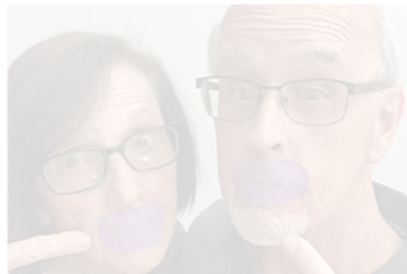
Sponsored

FROM OUR PARTNER



Neurologists Amazed: Barefoot Shoes are The Best Thing You Can Do in 2024

Barefoot Vitality | Paid

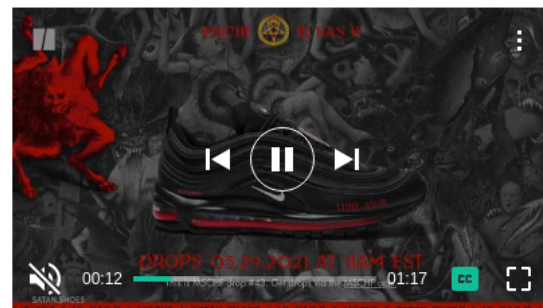


Doctor: Sleep Apnea Treatment Without CPAP (It's Genius)

Sleep Apnea News | Paid



Recommended by Outbrain



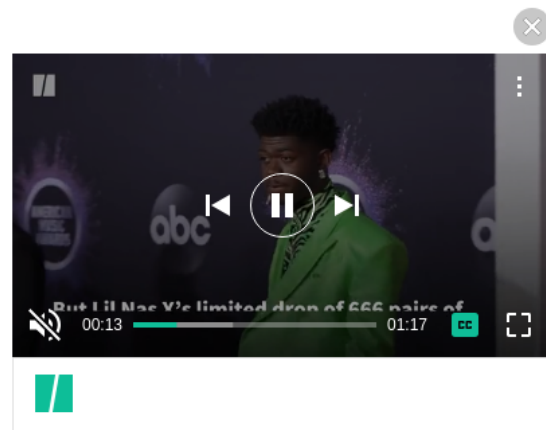


Barefoot Vitality | Paid

Sleep Apnea News | Paid



Recommended by outbrain





HUFFPOST SHOPPING'S BEST FINDS

This Viral Dental Trend Is Not Only Dangerous, But Illegal Too

Let These Bidet Experts Convince You Why A Bidet Is The Best Option For Your Butt

MORE IN LIFE

FOOD & DRINK

There's Really Only 1 Surefire Way To Know If You're Eating Enough Protein

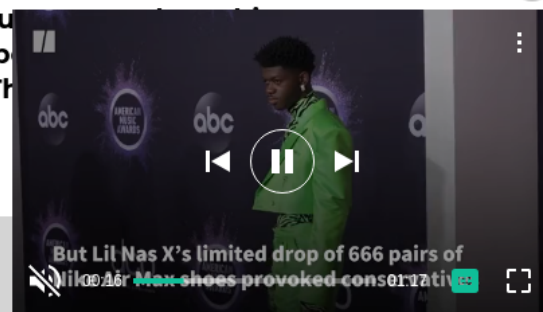
LIFE

FYI, JD Vance Isn't The First Man To Resent Cat Ladies — They've Always Been Politicized

MONEY

Low Bank Account Balance? Maybe 'Funflation' Is The Problem.

HOME & LIVING



[Gallery] Restaurant in Texas Had The Guts to Put This On Their Sign

HomeTalk | Paid

Recommended by 

HUFFPOST SHOPPING'S BEST FINDS

This Viral Dental Trend Is Not Only Dangerous, But Illegal Too

Let These Bidet Experts Convince You Why A Bidet Is The Best Option For Your Butt

MORE IN LIFE

What's Hot



Harris Campaign Touts Massive \$310 Million July Fundraising Haul



Simone Biles Turns 1 Of Donald Trump's Controversial Terms Into A Winning Tweet



Biden's Latest Ding Of Trump Was 'Mic-Drop Moment,' Says CNN's Dana Bash



Kamala Harris Is Making A Play For Georgia, But Can She Pull It Off?



Ex-Aide Highlights 'Uncle' Moment Th



< GO TO HOMEPAGE

Support Us

TRAVEL

Here's How You Can Lounge At A Hotel Pool Without Actually Booking A Room

RELATIONSHIPS

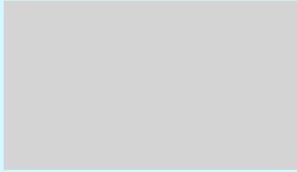
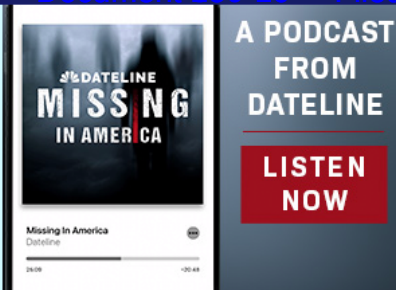
Vacation Sex Is Just Better. Here's How To Make It Almost As Spicy At Home.

SHOPPING

If You Own Earbuds, You Need This Problem-Solver Gadget — And It's On Sale

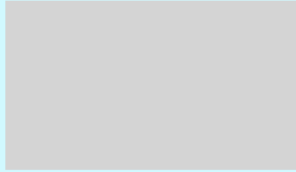
PARENTING

The Funniest Tweets From Parents This Week



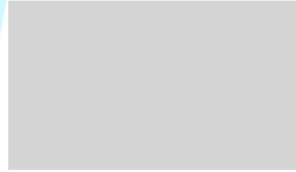
LIFE

The Funniest Tweets From Women This Week



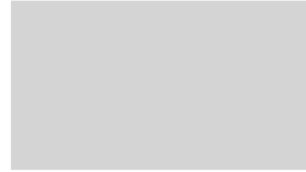
SHOPPING

This Portable Ice Maker Is Half Off At Walmart — For A Limited Time



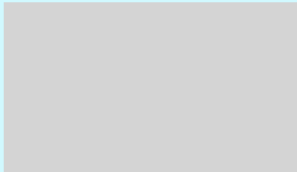
SHOPPING

James Baldwin Books To Celebrate The Influential Author's Birthday



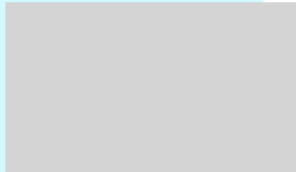
PARENTING

9 Things To Look For When Renting An Airbnb With Kids



SHOPPING

Got Smoke? These Are The Highest-Rated HEPA Air Purifiers On Amazon



SHOPPING

48 Items That Are Under \$25 And Worth Every Penny



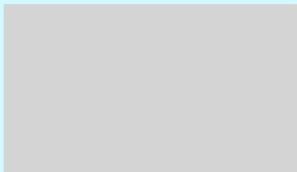
SHOPPING

I Regret To Inform You The Elemis Cleansing Balm Is Worth Every Penny



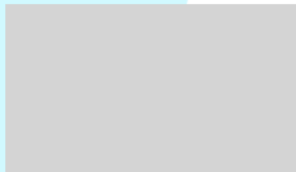
SHOPPING

These Hotel-Like Pillows Are Somehow Under \$25 Each



SHOPPING

These Women's UPF Tops Will Keep You Cool And Protected This Summer



SHOPPING

The Internet Says These Nice-Looking Men's Pants Are Great For Muscular Legs



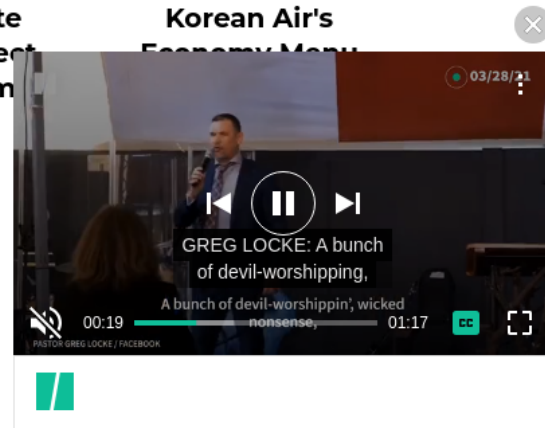
SHOPPING

If You're Heading To College, These TikTok-Favorite Items Are Perfect For Your Dorm



FOOD & DRINK

Turbulence Knocks Instant Noodles Off Korean Air's Economy Menu





SHOPPING

This 'Powerhouse' Stain Eraser Is Almost 50% Off Right Now



SHOPPING

The Moisturizer That Reviewers Call A 'Miracle In A Jar' Is Less Than \$13



SHOPPING

This Appliance Will Deliver A Perfect Breakfast Sandwich In 5 Minutes — And It's 20% Off



LIFE

Thinking Of Eating Less Meat? Don't Skip This Crucial Step.



PARENTING

7 Relationship Issues That Parents Bring Up Most Often In Therapy



SHOPPING

People Share The 'Big Purchases' They Say Were Worth Every Penny



SHOPPING

Farmer's Market Vendors Told Us What Comfortable Shoes They Swear By



SHOPPING

Thousands Of People On The Internet Are Obsessed With This \$9 Kitchen Tool



SHOPPING

31 Things That Must Have Been Designed By Geniuses



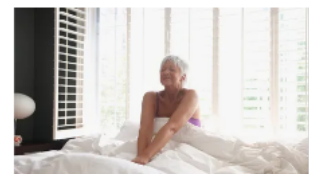
SHOPPING

This 'Stress-Free' Electric Nail File Takes The Guess Work Out Of Pet Claw Care



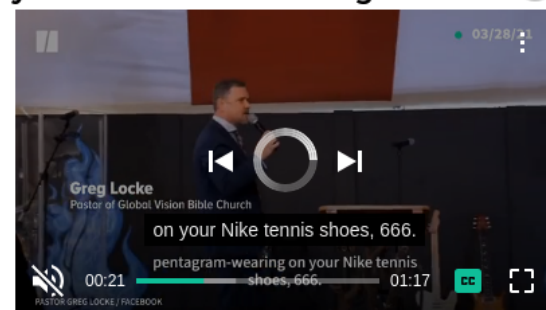
SHOPPING

This \$9 Upgrade Has Been A Game-Changer For My Manicures



WELLNESS

This Is 1 Stretch You Should Be Doing More Of As You Age



It's 20% Off



PARENTING

7 Relationship Issues That Parents Bring Up Most Often In Therapy



SHOPPING

People Share The 'Big Purchases' They Say Were Worth Every Penny



SHOPPING

Farmer's Market Vendors Told Us What Comfortable Shoes They Swear By



SHOPPING

Thousands Of People On The Internet Are Obsessed With This \$9 Kitchen Tool



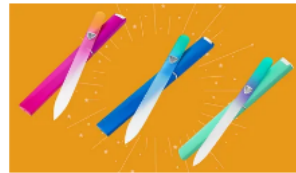
SHOPPING

31 Things That Must Have Been Designed By Geniuses



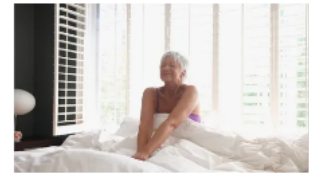
SHOPPING

This 'Stress-Free' Electric Nail File Takes The Guess Work Out Of Pet Claw Care



SHOPPING

This \$9 Upgrade Has Been A Game-Changer For My Manicures



WELLNESS

This Is 1 Stretch You Should Be Doing More Of As You Age



FOOD & DRINK

Did Your Delivery Food Arrive Cold? Read This Before You Eat It



TRAVEL

Late For Your Flight? Here's How To Cut The Security Line Without Being A Jerk.



SHOPPING

This Pocket-Size Battery Pack Can Save You In A Pinch And It's Less Than \$10

